



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
2023/2024 First Semester Examination

Course Title: Media Law & Ethics

Course Code: MAS 403

Course Unit: 2 units

Duration: 2 hours

Instruction: Answer question one and any other two.

1. According to Pember, 2004, “the simple rule for media men and women who want to illustrate a piece of fictitious writeup is: If you change the facts, change the names and don’t use photos of real people.” Cite an appropriate privacy case to explain the scenario. (**30 MKS**)

2. Discuss what would have happened to the media industry and society at large if there were no laws and ethics guiding mass communication/communication practice in the world. (**20 MKS**)

3. Meaningfully discuss the following:
 - (a) Objectivity (**5 mks**)
 - (b) Fairness (**5 mks**)
 - (c) Balance (**5 mks**)
 - (d) Accuracy (**5 mks**)(**20 MKS**)

4. Briefly explain the essential elements of defamation and the defences you can present as a media woman/man (**20 MKS**)

5. “There will be no copyright in work calculated, and likely to deceive the public.” – Discuss (**20 MKS**)